

ORGANISED BY:



MADRID

18 - 20
November
2009

Edition
5

LINEA IFEMA / IFEMA CALL CENTRE

LLAMADAS DESDE ESPAÑA / CALLS FROM SPAIN
INFOIFEMA 902 22 15 15
EXPOSITORES / EXHIBITORS 902 22 16 16

LLAMADAS INTERNACIONALES / INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 58 04
IFEMA Feria de Madrid
28042 Madrid
España / Spain

horeq@ifema.es

C.I.F. Q-2873018-B

www.horeq.ifema.es

EXHIBITOR SCHEDULE

Before April 25, 2009	For former exhibitors: <ul style="list-style-type: none"> • Space application form • Application fee
May 29, 2009	Deadline for the reception of the co-exhibitors and represented companies form.
Before May 29, 2009	Payment of the 50% of rental for exhibition space
September 18, 2009	Deadline for the reception of the official catalogue entry form
October 16, 2009	Deadline for: <ul style="list-style-type: none"> • Payment of the 100% of rental for exhibition space • Additional services request (IFEMA's services order folder) – Send to SERVIFEMA, fax 34 91 722 5795 or through the fair web site "Exhibitors Area" • Prefabricated stands: partial plan – Send to IFEMA's Technical Secretariat, fax 34 91 722 5127, mail to: stecnica@ifema.es • Free design stands: dimensioned drawings indicating plan and elevation. Send to IFEMA's Technical Secretariat, fax 34 91 722 5127, mail to: stecnica@ifema.es
November 12 - 17, 2009	Assembly of free design stands, from 8.30 a.m. to 9.30 p.m. November 17, until midnight
November 16, 2009	Modular stands ordered from the Service orders folder will be ready to be occupied at 8.30 a.m.
November 16 and 17, 2009	Entrance of goods and decoration material, from 8.30 a.m. to 9.30 p.m.
November 17 to 20, 2009	Exhibitor's budget at South Entrance, from 8.30 a.m. to 9.30 p.m.
November 18 to 20, 2009	Exhibition. Opening hours: from 10 a.m. to 7 p.m.
November 20 and 21, 2009	Goods and decoration material removal. On November 20, from 7.30 p.m. to midnight and on November 21, from 8.30 a.m. to 9.30 p.m.
November 21, 22 and 23, 2009	Stands dismantling, from 8.30 a.m. to 9.30 p.m.

ORGANISED BY:



MADRID

18 - 20 November 2009

Edition
5

LINEA IFEMA / IFEMA CALL CENTRE

LLAMADAS DESDE ESPAÑA / CALLS FROM SPAIN
INFOIFEMA 902 22 15 15
EXPOSITORES / EXHIBITORS 902 22 16 16

LLAMADAS INTERNACIONALES / INTERNATIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 58 04

IFEMA Feria de Madrid
28042 Madrid
España / Spain

horeq@ifema.es

C.I.F. Q-2873018-B

www.horeq.ifema.es

EXHIBITOR'S PARTICIPATION CONDITIONS

1. BOOKING

1.1. SUBMISSION OF THE SPACE APPLICATION FORM: IFEMA must receive this form in order to consider potential exhibitors for the Exhibition. The application will only be considered with payment of the reservation fee.

In the event that the Exhibitor cancels his participation, the advance payment shall not be returned. Should cancellation be made within the thirty-day period prior to the opening of the Exhibition, the applicant may be required to make full payment for the space allocated, even if said space may later be occupied by another company.

The signature and presentation of this Application Form constitutes an irrevocable agreement by the applicant and the acceptance of the General Rules on Participation of IFEMA, HOREQ Specific Conditions and other general dispositions which may be introduced by the exhibition organisers.

In the event that the EXHIBITING COMPANY designates another entity to make any of the payments involving its participation, it must supply all of the invoicing information necessary. If the designated entity fails to take responsibility for the aforementioned payments by the foreseen deadlines, the EXHIBITING COMPANY shall be responsible for them upon first request by IFEMA.

In the case that the address and invoicing data are different to the previous ones, please, indicate in communication separately.

1.2. FEES FOR EXHIBITION SPACE: The price per square metres depends on the size of the stand.

Size of the stand	Space rental rates:
16 - 50 sq.m.....	122.95 € /sq.m. + 7% VAT
50.50 - 150 sq.m.....	114.15 € /sq.m. + 7% VAT
Over 150 sq.m.....	106.75 € /sq.m. + 7% VAT
2nd floor.....	53.40 € /sq.m. + 7% VAT

These rates include:

- Renting of the exhibition space during assembly, exhibition and dismantling.
- General lighting and air conditioning of the hall.
- General cleaning of common areas.
- General surveillance inside and outside halls.
- Free exhibitor badges
- The use of the Exhibition Centre general services.
- One Official Catalogue.

2. COMPLEMENTARY SERVICES

2.1. SERVICIFEMA SERVICE OLDERS FOLDER: Once exhibit space has been assigned, and well in advance of the Show itself, you will receive the Servifema Service Orders Folder offering you complementary services, with details and costs. And/or you may contract these services through the fair web site: "Exhibitors Area".

2.2. GENERAL SERVICES: Exhibitors are required to subscribe Civil Liability Insurance and "Multifair" (Fire, Lightning and/or Explosion) Insurance for exhibited goods and own or leased decorative material, with premiums of 40.84 € y 48.48 € respectively, in accordance with the conditions stated in the Services Order Folder. They are also required to pay 2.73 €/sq.m. for general power hook-up and supply during the celebration of the Fair and during the goods entry/exit period. Likewise the exhibitor must pay 120 € towards inclusion in the promotional material for the fair. Should the exhibitor contract its stand after the deadline for these elements, making it impossible for it to be included, it will equally be obliged to pay the fee of 120 € + 7% VAT.

2.3. If requested services should be provided within 15 days prior to the commencement of or during the fair assembly, prices shall be increased by 25%.

2.4. EXHIBITOR BADGES & PROFESSIONAL INVITATIONS : Six passes will be provided per stands of up to 50 sq.m plus one additional badge for every extra 10 sq.m, up to a maximum of 30 passes. Additional badges can be ordered at a price of 4.28 € + 7% VAT each.

Exhibitors can order invitations at a price of 12.84 € + 7% VAT per package of 250 units.

3. ASSIGNMENT OF EXHIBITION SPACE

3.1. All state-run organisations and private companies related to this sector can request participation in the Exhibition.

3.2. The final decision to accept an application as well as allocation of space corresponds exclusively to the Management of HOREQ.

3.3. The Show management reserves the right to change the allocations of stands if there is a justifiable cause.

3.4. Exhibitors are obliged to remain with their products in their stand throughout the days and times scheduled for the exhibition.

3.5. Exhibitors can access their stands from 09:30 and may leave after the closing of the Fair until 19:30 p.m.

4. STAND ASSEMBLY, MERCHANDISE ENTRY AND DISMANTLING

4.1. Exhibitors may build their own stand (free design) or contract one of the various modular stands offered by IFEMA in its Services Order Booklet.

4.2. Assembly of free design stands may be carried out from 12 to 17 November, 2009, from 8:30 a.m. to 9:30 p.m., on November 17 until midnight. Under no circumstances will it be allowed for exhibitors or workers to remain at work in the fairgrounds after these hours.

4.3. Stands chosen in the Service Orders Folder will be available to exhibitors at 8:30 on November 16. Decoration and further assembly on the inside of stands may be carried out on November 16 from 8:30 a.m. to 9:30 p.m. and on November 17 from 8:30 a.m. to midnight.

4.4. GOODS AND DECORATION MATERIAL ENTRANCE will be allowed on November 16 and 17 from 8:30 a.m. to 9:30 p.m..

4.5. GOODS AND DECORATION MATERIAL REMOVAL may be done on November 20, from 7.30 p.m. to midnight and November 21 from 8.30 a.m. to 9.30 p.m.

4.6. DISMANTLING will take place on November 21, 22 and 23, from 8.30 a.m. to 9.30 p.m.

4.7. Exhibitors will not be allowed to occupy stands if payment has not been made in full for the rental of the space and the services requested.

4.8. Exhibitors will not be allowed to remove exhibiting material if payment has not been made in full for any additional expenses incurred during the exhibition.

5. SPECIFIC RULES FOR ASSEMBLING OF FREE-DESIGN STAND

5.1. FREE DESIGN STAND: Companies choosing free design stands must send their PROJECT to IFEMA's Exhibition Services Department (Fax: 34-91 722 51 27 or stecnica@ifema.es) for approval, no later than October 16, 2009.

Companies assembling stands must forward to SERVICIFEMA a completed copy of the "ASSEMBLY PERMIT" form sent to the exhibitor in the Services Order Booklet together with payment of the ASSEMBLY FEES. Assembly of stands will not be authorized unless these prerequisites are fulfilled.

5.2. The maximum authorised perimetric HEIGHT of stands is 4 m.

In order to raise walls or any decorative element higher than 4 m. the stand must be set back 1 m. towards the interior.

Under no circumstances can any element or part of the stand measure higher than 6 m. either for reasons of construction or decoration.

5.3. Blind perimetral walls cannot be longer than 50 % of each aisle. To do blind walls of a greater length, these must be set back a minimum of 3 m. towards the interior and may not exceed 80 % of the length of the side.

5.4. SIGNS, posters, spotlights, and other decorative elements may not project more than 50 cm. beyond the space allocated, at a minimum height of 2.5 metres, nor exceed the maximum height specified in these ceiling by the Exhibition Specific Conditions. Spotlights must be directed toward the interior of the stand. In case of doubt, consult IFEMA's Exhibition Services Department.

5.5. No object whatsoever may be HUNG or suspended from the ceiling of the halls without a written authorization of the Exhibition Services Department.

5.6. It is not permitted to store PACKING inside the halls. For this service, please ask for information at the Exhibition Office.

5.7. These specific conditions are further to the "GENERAL RULES FOR PARTICIPATION OF IFEMA".

IFEMA reserve the right to interpret and apply regulations in each specific case. The Organisation reserves the right to arbitrate exceptions if necessary based on its respect for the overall perspective of the Exhibition and visibility from adjacent stands.

6. ACTIVITIES

6.1. Direct sale is totally forbidden during the exhibition.

6.2. Receptions, press conferences and any other type of professional activities are not allowed without the prior knowledge and written approval of HOREQ Management.

6.3. Noisy demonstrations which may annoy other exhibitors are expressly forbidden. The volume must not exceed 60 decibels.